

## ABSTRACT OF THE DISCLOSURE

A method of addressing a bistable liquid crystal material having incremental reflectance properties disposed between opposed substrates is disclosed. One substrate has a first plurality of electrodes deposited thereon facing a second substrate which has a second plurality of electrodes disposed thereon. The intersection of the first and second plurality of electrodes forms a plurality of pixels. The addressing method includes applying a predetermined number of pulses to the first plurality of electrodes, and applying a like number of the predetermined number of pulses to the second plurality of electrodes. Each of the predetermined number of pulses has a different frequency, wherein the predetermined number of pulses are applied in a set time period.

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